Privacy Notice for Parents and Carers 2026-27

This notice explains, in plain language, what personal information we collect about you and your child, why we need it, who we share it with and your rights. It is for parents and carers of children who attend our PE lessons, after-school clubs, breakfast and wraparound childcare, and holiday courses.

1. Who we are

Challenge Sport and Education Ltd (company number 08332038) is the data controller for the information described in this notice. This means we decide how and why your information is used, and we are responsible for keeping it safe.

Doug Berlin, our owner, is responsible for data protection. You can contact us about anything in this notice by emailing info@challengesporteducation.co.uk with "Data protection" in the subject line.

We are registered with the Information Commissioner's Office (ICO). Our registration number is ZA932172.

2. What information we collect

We only collect what we need to run our sessions and keep your child safe. Most of it comes from you when you book.

About	What we collect
Your child	Name, date of birth, school and year group, medical conditions, allergies, medicines, special educational needs or disabilities, dietary needs
You and other contacts	Your name, address, phone number and email; emergency contacts; the adults authorised to collect your child and your collection password
Bookings and payments	Sessions booked, attendance and registers, payments, and childcare voucher or Tax-Free Childcare details
Consents	Photo and video consent, and consent to give medicines
Records of care	Accident and incident records, head injury slips, medicine records and records of any care plan agreed with you
Safeguarding	Any safeguarding concern about your child, and what we did about it
Photos and video	Images of your child taking part, only if you have given consent

3. Why we use it

The law says we must have a lawful reason for using personal information. These are ours:

What we use it for	Our lawful reason
Taking bookings, running sessions, contacting you and taking payment	To carry out our contract with you
Keeping registers, ratios, accident and medicine records, and meeting Ofsted and Early Years Foundation Stage requirements	To meet our legal obligations
Caring for your child's health, allergies and additional needs	To meet our legal obligations and protect your child's health and safety. Health and SEND details are special category information, which we use only for this

What we use it for	Our lawful reason
Acting on a safeguarding concern	To meet our legal obligations, and because safeguarding children is in the substantial public interest
Giving emergency medical information to paramedics or a hospital	To protect your child's vital interests
Using photos and video of your child	Your consent, which you can withdraw at any time
Telling you about future courses and offers	Our legitimate interest in keeping you informed. You can opt out at any time

We never sell your information, and we never use it to make automated decisions about you or your child.

4. Who we share it with

Only our staff who need your information for their role can see it. We share it outside Challenge Sport and Education only when we need to:

- **Pebble**, our booking system, holds bookings, registers and accident records for us under a data processing agreement.
- **Your child's school**, where we run sessions on a school site, for example to tell them about an accident or a concern.
- **Ofsted**, when it inspects our registered provision or when we must notify it of something.
- **Emergency services and the NHS**, if your child needs urgent medical help.
- **HMRC and childcare voucher providers**, to process Tax-Free Childcare and voucher payments.
- **Our insurers and professional advisers**, if we need to deal with a claim.

Keeping children safe. If we are worried that a child may be at risk of harm, we have a duty to share information with children's social care, the police, the Local Authority Designated Officer (LADO) or the child's school. We will normally talk to you first, unless doing so could put a child at greater risk. Data protection law does not stop us sharing information to keep a child safe.

We keep your information in the UK. If a provider we use stores data outside the UK, we make sure it is protected to UK standards.

5. How long we keep it and how we keep it safe

Record	How long we keep it
Bookings and registers	3 years after your child's last session
Accident, incident and medicine records	Until your child is 21
Safeguarding records	Until your child is 25
Complaints	At least 3 years
Payment records	6 years
Photos and video	Until you withdraw consent, or 3 years after your child's last session

At the end of each period, paper records are shredded and digital records are permanently deleted.

Keeping it safe. Digital records are kept on password-protected systems. Paper registers and medical details stay with the session lead during sessions and are then locked away or shredded. Staff never keep children's information or photos on personal phones. Safeguarding records are kept separately and only the Designated Safeguarding Lead (and the Deputy, when acting in that role) can see them.

6. Your rights

You have the right to:

- ask for a copy of the information we hold about you or your child
- ask us to correct anything that is wrong
- ask us to delete information, or to stop or limit how we use it
- withdraw consent at any time, for example for photos
- object to us using your information to tell you about courses and offers

To use any of these rights, email info@challengesporteducation.co.uk. We will reply within one month. We may not be able to delete or share some records, such as safeguarding or accident records, where the law requires us to keep them or where sharing them could put a child at risk. If so, we will explain why.

Keeping your details up to date. Please tell us straight away about any change to your child's medical needs, allergies, emergency contacts or who may collect them.

Complaints. If you are unhappy with how we have used your information, please contact us first so we can try to put it right. You can also complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint or on 0303 123 1113.

This notice sits alongside our Data Protection Policy, which sets out the rules our staff follow. We review this notice every August.

Last reviewed: 13 November 2026